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SOARING VOICES BEAM

heaventrioloquivering  
CELESTIAL WINDFLUTTER

sonarcology  
PLANT SOUND FOUNDATIONS

# PREFACE

**Shinntype**

# Preface

THIN

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LIGHT

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REGULAR

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BOLD

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## A NEW STRATEGY OF COLOR

The established classes of sans serif typeface achieve a dynamic balance between stroke and space by combining diversity of letterform (“circles, squares and triangles”) with evenness of fit.

Preface switches the emphasis, driving out diagonals to create a dominant harmony of curves and perpendiculars, matched with a greater variety of inter-character space shapes. This is achieved by extra width in the “f” and “t”, and by an openness that accompanies the wide tails of the “a” and “l”, the long ear of the “r”, and the serif of the “i”.

En masse, Preface exhibits a different texture than the traditional sans serif faces, but one that is nonetheless smooth and precise.

Shinntype

42 John Street, Orangeville ON L9W 2P3  
nick@shinntype.com

double haiku; Eric Shinn

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y & Z

a b c d e f g h i j

k l m n o p q r

s t u v w x y z ? !

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